

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS  
AGENDA ITEM TRANSMITTAL**

<b>(1) DEPARTMENT</b> Administrative Office	<b>(2) MEETING DATE</b> 4/3/2012	<b>(3) CONTACT/PHONE</b> Nikki J. Schmidt (805) 781-5496	
<b>(4) SUBJECT</b> Request by the San Luis Obispo County Tourism Business Improvement District (CBID) to appoint Linda Finley to replace Sean Wilkinson on the Cambria Local Area Advisory Board for the remaining year of his three-year term.			
<b>(5) RECOMMENDED ACTION</b> It is recommended that your Board appoint Linda Finley to replace Sean Wilkinson on the Cambria Local Advisory Board.			
<b>(6) FUNDING SOURCE(S)</b> N/A	<b>(7) CURRENT YEAR FINANCIAL IMPACT</b> \$0.00	<b>(8) ANNUAL FINANCIAL IMPACT</b> \$0.00	<b>(9) BUDGETED?</b> N/A
<b>(10) AGENDA PLACEMENT</b> <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. _____) <input type="checkbox"/> Board Business (Time Est. _____)			
<b>(11) EXECUTED DOCUMENTS</b> <input type="checkbox"/> Resolutions <input checked="" type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input type="checkbox"/> N/A		<b>(12) BUDGET ADJUSTMENT REQUIRED?</b> BAR ID Number: <input type="checkbox"/> 4/5th's Vote Required <input checked="" type="checkbox"/> N/A	
<b>(13) OUTLINE AGREEMENT REQUISITION NUMBER (OAR)</b> N/A		<b>(14) W-9</b> <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	
<b>(15) LOCATION MAP</b> N/A	<b>(16) BUSINESS IMPACT STATEMENT?</b> No	<b>(17) AGENDA ITEM HISTORY</b> <input checked="" type="checkbox"/> N/A    Date _____	
<b>(18) ADMINISTRATIVE OFFICE REVIEW</b>  			
<b>(19) SUPERVISOR DISTRICT(S)</b> District 2-			

## County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Office

DATE: 4/3/2012

SUBJECT: Request by the San Luis Obispo County Tourism Business Improvement District (CBID) to appoint Linda Finley to replace Sean Wilkinson on the Cambria Local Area Advisory Board for the remaining year of his three-year term.

### **RECOMMENDATION**

It is recommended that your Board appoint Linda Finley to replace Sean Wilkinson on the Cambria Local Advisory Board.

### **DISCUSSION**

The ordinance establishing the San Luis Obispo County Tourism Business Improvement District (CBID) was originally approved by the Board in May 2009 and has subsequently been renewed since then. The ordinance (Section 3.09.050) provides for an assessment on all lodging businesses (hotels, motels, bed and breakfasts, vacation rentals), existing and future, within the boundaries of the CBID based upon 2% of the paid rent charged by the operator per occupied room per night for all transient occupancies. Fifty percent (50%) of the assessment is to be used for marketing and promoting the entire CBID area; the other 50% is to be used to promote tourism in the Local Area from where the funds are collected (Section 3.09.080).

On December 7, 2010, the Board, at the recommendation of the CBID Advisory Board, designates the local areas of the unincorporated business improvement district to be:

- Avila Beach
- Arroyo Grande unincorporated/San Luis Obispo unincorporated
- Cambria
- Cayucos
- Los Osos/Morro Bay unincorporated
- Nipomo/Oceano
- San Simeon

On February 1, 2011, appointments to the Cambria Local Area Advisory Board were approved by the Board according to the provisions of Government Code Section 54970 (Maddy Book). In February of 2012, Sean Wilkinson resigned from the Board and subsequently on March 13, 2012, the Cambria Local Area Advisory Board approved recommending Linda Finley to replace Mr. Wilkinson for the remaining year of his three-year term.

### **OTHER AGENCY INVOLVEMENT/IMPACT**

Lodging business within the Cambria local area met to form and determine the organization of their advisory board. The Board formally established the Cambria Local Area Advisory Board on February 1, 2011. As noted above, the Cambria Local Area Advisory Board is recommending the appointment of Linda Finley. The Clerk-Recorder's Office posted the Advisory Board's vacancies according to the government code referenced above.

### **FINANCIAL CONSIDERATIONS**

None

### **RESULTS**

This action continues the process of implementing the local area provisions of the County Business Improvement District ordinance. The County will not be establishing performance criteria for the local areas beyond the legal contractual obligations to expend the funds for identified purposes. It is assumed that the CBID Advisory Board will work with the local area advisory boards to follow their approved by-laws and develop measures that track the impact of the use of local area funds.

### **ATTACHMENTS**

1. Local Area Advisory Board By-Laws - Article II
2. Linda Finley application
3. Cambria Local Area Advisory Board March 13, 2012 minutes - Page 3